

### REMARKS/ARGUMENTS

The Examiner is thanked for the Office Action mailed December 14, 2007. The status of the application is as follows:

- Claims 1, 3-21 are pending, claim 12 has been amended, and claims 20 and 21 have been added;
- Claims 1, 3-16 and 18-19 are rejected under 35 U.S.C. 102(b) as being anticipated by Peschke (US 6,397,143 B1); and
- Claim 17 is rejected under 35 U.S.C. 103(a) as being unpatentable over Peschke (US 6,297,143 B1).

The rejections are discussed below.

#### **The Rejection of Claims 1, 3-16 and 18-19 under 35 U.S.C. 102(b)**

Claims 1, 3-16 and 18-19 stand rejected under 35 U.S.C. 102(b) as being anticipated by Peschke. This rejection should be withdrawn because Peschke does not teach each and every element as set forth in the subject claims and, therefore, does not anticipate claims 1, 3-16 and 18-19.

A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference. *Verdegaal Bros. v. Union Oil Co. of California*, 814 F.2d 628, 631 (Fed. Cir. 1987). MPEP §2131.

Independent **claim 1** is directed towards a method of creating a view on a computer screen. The method includes the computer receiving a request from a user to create a view. The request comprises a location indication comprising a point on the screen indicated by the user. The method further includes the computer determining, on the basis of the location indication, both a view location and view dimensions, and displaying a view having said view location and said view dimensions. Peschke does not teach or suggest each and every one of the claim aspects.

First, Peschke is not directed towards creating a view on a computer screen. As discussed in the background of the instant application, a view is a “window” on a

computer screen and information is presented in the window to a user. Rather than being directed towards creating such a view, Peschke discloses a technique for presenting content (map navigation information 100) within a view 200. (See column 4, lines 38-40). Peschke expressly teaches that the view 200 is a typical browser window 200 that is not part of the invention and that allows the same capabilities as the typical browser window 200. (See column 4, lines 41-46).

Next, the Office asserts that column 4, line 67 to column 5, line 40, of Peschke teaches a computer receiving a request from a user to create a view, wherein the request comprises a location indication comprising a point on the screen indicated by the user in a view of a neighborhood or region is requested by clicking on an icon. Consonant with the above discussion, the referenced section of Peschke discloses generating various maps 100 in the view 200, and not a creating the view 200. Furthermore, the particular map 100 displayed in the view 200 depends on parameters such as a zoom setting and/or a user activated hyperlink to another map. For example, the user may select a new map 100 by zooming in or out of a region, or by selecting a graphical icon hyperlink 108, superimposed over the currently displayed map 100, to another map 100. The location of such an icon 108 depends on the parameters used to display the current map 100. For example, adjusting the zoom results in the display of a different map 100 in which the relative size and position of the icon on the screen changes based on the zoom level. However, the map 100 linked through the icon 108 does not change with zoom. This is because the next map 100 is based on the particularly icon selected, and not on the location of the icon on the screen. Hence, Peschke discloses generating a new map 100 based on setting a display parameter such as a zoom level and/or selecting an icon, which includes a hyperlink to a particular map 100, and not a request from a user to create a view, wherein the request comprises a location indication comprising a point on the screen indicated by the user.

The Office further asserts that column 5, lines 40-57 (FIG. 3) of Peschke teaches determining, on the basis of the location indication, both a view location and view dimensions, and displaying a view having the view location and the view dimensions. The Office asserts that Peschke teaches these aspects in that the map 100 and the map's

dimension are displayed by showing a neighborhood or region. As noted above, the map displayed by Peschke is dependent upon the display parameters such as a zoom level and/or a selected icon, and not upon the claimed location indication on the screen. As such, Peschke does not teach or suggest determining, on the basis of the location indication, both a view location and view dimensions, and displaying a view having the view location and the view dimensions.

In view of the above, it is readily apparent that Peschke does not teach or suggest the aspects of claim 1. Therefore, this rejection should be withdrawn.

**Claim 3**, which depends from claim 1, recites that the view has a center which substantially coincides with the point on the screen indicated by the user. The Office asserts that Peschke teaches this claim aspect at column 5, lines 48-57 (FIG. 3). First, Peschke is silent regarding the placement or center of the view 200 on the computer screen, let alone its placement with respect to a point indicated by the user. Furthermore, the center of a subsequently displayed map 100 does not depend on the location of the selected icon 108 on the currently displayed map 100, but rather on the map 100 linked to the selected icon 108. For example, selecting an icon 108 located off-center of the maps 100 shown in FIGS. 2A, 2B and 2C does not affect the position of display of the new maps shown in FIGS. 3-5 on the computer screen. Accordingly, the referenced section of Peschke does not teach or suggest the aspects of claim 3, and this rejection should be withdrawn.

**Claim 4**, which depends from claim 1, recites that the view dimensions are as large as possible. The Office asserts that Peschke teaches this claim aspect at column 4, lines 1-6. However, this section of Peschke is drawn towards the content or maps 100 displayed in the view 200, and not the dimensions of the view 200 itself. Accordingly, this rejection should be withdrawn.

**Claim 5**, which depends from claim 1, recites that the computer provides view activation points on the screen, and each view activation point corresponds with a view having predetermined view dimensions. The Office asserts that Peschke teaches this claim aspect at column 5, lines 48-57. Contrary to this assertion, the subject section of

Peschke relates to the content in the map 100 linked to an icon 108 or accessed through a text based search. Thus, this rejection should be withdrawn.

**Claims 6-11** directly or indirectly depend from claim 1 and are allowable at least by virtue of their dependencies.

Independent **claim 12** is directed towards a computer implemented method of presenting a view on a computer screen. The method includes presenting a plurality of view presentation locations on the computer screen, receiving a request from a user to present a first view at a first view presentation location, determining, on the basis of the location of the first view presentation location, a dimension of the first view, and presenting the first view at the first view presentation location, wherein the first view includes the determined first view dimension and the first view is a display window in which content is presented to the user. Peschke does not teach or suggest these claim aspects.

In contrast, Peschke discloses superimposing icons 108 over a map 100 in a view 200 displayed on a computer screen, wherein each icon 108 includes a hyperlink to a different map 100. When an icon 108 is selected, the map 100 displayed in the view 200 changes to the map 100 linked by the hyperlink of the selected icon 108. Peschke is silent with respect to any relationship between the location of the newly displayed map 100 in the view 200 and the location of the view 200 on the computer screen. With respect to the figures, Peschke shows that a newly displayed map 100 in a view 200 is not dependent on the location of a selected icon 108 and/or the location of the view 200 on the computer screen. For example, selecting an icon 108 located off-center of the maps 100 shown in FIGS. 2A, 2B and 2C does not affect the position of display of the new maps 100 shown in FIGS. 3-5 in the view 200 displayed on the computer screen. Furthermore, Peschke does not contemplate adjusting the size of the view 200 displayed on the computer screen based on the selected icon 108 or the map 100 linked by the selected icon 108.

In view of the foregoing, this rejection should be withdrawn.

**Claim 16**, which depends from claim 12, recites limitations similar to those recited in claim 3. As such, above discussion regarding claim 3 applies *mutatis mutandis* to claim 16.

**Claims 13, 18 and 19** directly or indirectly depend from claim 12 and are allowable at least by virtue of their dependencies.

**The Rejection of Claim 17 under 35 U.S.C. 103(a)**

Claims 17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Peschke. This rejection should be withdrawn because Peschke does not teach or suggest all the limitations of the subject claims and, therefore, fails to establish a *prima facie* case of obvious with respect to the subject claims.

To establish *prima facie* obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. *In re Royka*, 490 F.2d 981, (CCPA 1974). MPEP §2143.03.

**Claim 17**, which depends from claim 12, recites that the method further includes determining the dimension of the first view on the basis of the location of the first view presentation location in relation to an edge of the screen. As discussed *supra*, Peschke teaches a technique for creating maps 100 in the view 200 displayed on a screen. The location and/of size of the map 100 in a view 200 is in relation to the area in the view 200, and does not depend on the screen of the monitor, let alone the location of the view 200 with respect to an edge of the screen. Accordingly, this rejection should be withdrawn.

**New Claims 20 and 21**

Newly added claims 20 and 21 emphasize various aspects. No new matter has been added. **Claim 20** depends from claim 1 and recites that the view is a display window displayed on the computer screen, and the computer presents content in the view, and **Claim 21** depends from claim 1 and recites that the point corresponds to a fixed physical location on the screen, and not content displayed within a second view that is

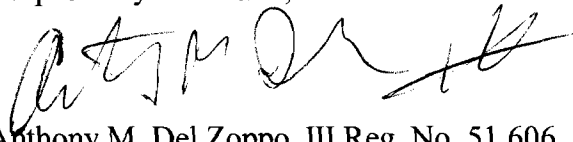
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being displayed on the screen when the point is selected. Peschke does not teach or suggest such aspects. Accordingly, entry and allowance of claims 20 and 21 is respectfully requested.

**Conclusion**

In view of the foregoing, it is submitted that the claims distinguish patentably and non-obviously over the prior art of record. An early indication of allowability is earnestly solicited.

Respectfully submitted,



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